

ORDER



Orders	Order / Rev:	<u>105140</u>	Primary AE:	<u>Amy McCreary</u>
	Alt Order #:	<u>06838586</u>	Sales Office:	<u>BLPHI</u>
	Product Desc:	<u>AMER FOR PROSPERITY</u>	Sales Region:	<u>National</u>
	Estimate:	<u>463</u>		
	Flight Dates:	<u>08/08/12 - 08/14/12</u>		
	Original Date / Rev:	<u>08/03/12 / 08/03/12</u>		
	Order Type:	<u>GENERAL</u>		
Agency	Name:	<u>Mentzer Media Services, Inc.</u>	Billing Type:	<u>Cash</u>
	Buying Contact:		Billing Calendar:	<u>Broadcast</u>
	Billing Contact:		Billing Cycle:	<u>EOM/EOC</u>
		<u>600 Fairmont Ave.</u>	Agency Commission:	<u>15%</u>
		<u>Towson, MD 21286</u>		
Advertiser	Name:	<u>Americans for Prosperity</u>	New Business Thru:	
	Demographic:	<u>A35+</u>	Order Separation:	<u>00:15:00</u>
	Product Codes:	<u>PLI2</u>	Advertiser External ID:	
	Priority:	<u>SELECT PRIORITY CODE</u>	Agency External ID:	
	Revenue Codes:	<u>POLITICAL/AGY, ISSUE, GEN</u>		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/14/12	84	\$125,450.00	\$106,632.50	August 2012	84	\$125,450.00	\$106,632.50	0.00
					Totals	84	\$125,450.00	\$106,632.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$125,450.00
Market	100%	\$339,054.05

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$101,716.22
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$71,201.35
KTUD	0%	\$0.00
KVVU	10%	\$33,905.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,781.08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 6-7a WakeUp w/Wagners	6-7a		-- WTF --	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-- WTF --		3			\$700.00		0.00				

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Advertiser: Americans for Prosperity
Product Desc: AMER FOR PROSPERITY
Estimate: 463

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 6-7a WakeUp w/Wagner	CM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$700.00		0.00			
E 2	KSNV	08/08/12	08/10/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.00	1	0.00	NM	6	\$8,400.00
TODAY SHOW OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		6				\$1,400.00		0.00			
E 3	KSNV	08/08/12	08/10/12	Olympics Daytime Week	CM	9am-4pm	--WTF--	:30	6	\$1,200.00	3	0.00	NM	6	\$7,200.00
OLYMPICS WEEKDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		6				\$1,200.00		0.00			
E 4	KSNV	08/08/12	08/10/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		6				\$1,000.00		0.00			
E 5	KSNV	08/08/12	08/10/12	M-F Jeop/Wheel	CM	630-730pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		6				\$1,000.00		0.00			
E 6	KSNV	08/08/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	--WTF--	:30	6	\$750.00	1	0.00	NM	6	\$4,500.00
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		6				\$750.00		0.00			
E 7	KSNV	08/08/12	08/11/12	Olympics Primetime	CM	7pm-12am	--WTFS-	:30	9	\$6,000.00	3	0.00	NM	9	\$54,000.00
OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTFS-		9				\$6,000.00		0.00			
E 8	KSNV	08/08/12	08/11/12	Olympics Late News 3	CM	11pm-12:35am	--WTFS-	:30	4	\$1,000.00	7	0.00	NM	4	\$4,000.00
OLYMPIC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTFS-		4				\$1,000.00		0.00			
E 9	KSNV	08/11/12	08/11/12	Olympics Daytime Week	CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
OLYMPIC WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		4				\$1,700.00		0.00			
E 10	KSNV	08/11/12	08/11/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$1,000.00		0.00			
E 11	KSNV	08/11/12	08/11/12	Weekend Jeopardy/Whe	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		2				\$500.00		0.00			
E 12	KSNV	08/12/12	08/12/12	Sa-Su Early News	CM	5pm-630pm	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$1,000.00		0.00			
E 13	KSNV	08/13/12	08/14/12		CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00

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M-F 6-/a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners															
WAKE UP															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	2	\$700.00	0.00										
E 14	KSNV	08/13/12	08/14/12	Today Show	CM	658a-9am	MT-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	2	\$1,400.00	0.00										
E 15	KSNV	08/13/12	08/14/12	M-F Today Show II	3rd HCM	9-10a	MT-----	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
TODAY SHOW 2															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	4	\$500.00	0.00										
E 16	KSNV	08/13/12	08/14/12	Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	2	\$325.00	0.00										
E 17	KSNV	08/13/12	08/14/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR PHIL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	2	\$450.00	0.00										
E 18	KSNV	08/13/12	08/14/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	4	\$1,000.00	0.00										
E 19	KSNV	08/13/12	08/14/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOP/WHEEL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	4	\$1,000.00	0.00										
E 20	KSNV	08/13/12	08/14/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
FACE TO FACE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	2	\$800.00	0.00										
E 21	KSNV	08/13/12	08/14/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
NIGHTSIDE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	4	\$1,100.00	0.00										
E 22	KSNV	08/13/12	08/14/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TONIGHT SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12	08/19/12	MT-----	4	\$425.00	0.00										
													Totals		
													84 \$125,450.00		